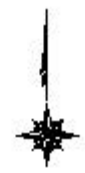


EWEB



Legend

- | | |
|--|--|
|  Highways |  Capital Cities |
|  Rivers |  Cities |



Eugene Water & Electric Board

- Public utility in Eugene, Oregon
- Founded in 1911
- 3,000,000,000 kWhs/yr electric sales
- 80,000 electric customers
- 45,000 water customers
- 106 district steam customers





Eugene Water & Electric Board Wyoming Wind Project

- Southwest Wyoming, Foote Creek Rim
- 24 mph average wind speed
- EWEB and PacifiCorp owners; power sale to BPA
- Developer is SeaWest, Mitsubishi machines
- Project cost \$58 million, EWEB share \$12.5 million
- 41.4 megawatts capacity with 69-600 kW turbines
- Commercial operation starting April 1999
- 23,500,000 kWh/yr delivered to Eugene
- First “retail sales” April 1999





Windpower Marketing Objectives

- Recover above market cost of producing power from Wyoming Project
- Allow customers a choice of purchasing windpower
- To more broadly promote the image of EWEB
- To test and develop the local market for differentiated power
- To develop and expand EWEB's capacity to market new products and services

Customer Market Research (1997)

- 80% of customers supportive of renewable power
- 50% of those that support, “say” they would be willing to pay something extra
- Most typical amount suggested was \$3/month

EWEB Windpower

- Choice of 4 levels of windpower in power mix
 - 10% windpower (90% normal mix)
 - 25% windpower (75% normal mix)
 - 50% windpower (50% normal mix)
 - 100% windpower

Residential WindPower Rates

	0% WindPower	10% WindPower	25% WindPower	50% WindPower	100% WindPower
Basic Charge	\$5.50 / Month	\$5.50 / Month	\$5.50 / Month	\$5.50 / Month	\$5.50 / Month
Delivery Charge	1.719 ¢/kWh	1.719 ¢/kWh	1.719 ¢/kWh	1.719 ¢/kWh	1.719 ¢/kWh
Power Charge	2.849 ¢/kWh	3.092 ¢/kWh	3.455 ¢/kWh	4.062 ¢/kWh	5.274 ¢/kWh
Total Charge	4.568 ¢/kWh	4.811 ¢/kWh	5.174 ¢/kWh	5.781 ¢/kWh	6.993 ¢/kWh
For 1,000 kWh per month	\$51.18	\$53.61 +5%	\$57.24 12%	\$63.31 +24%	\$75.43 +47%

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Customer Communication Impact Survey

Results by Effectiveness

1. Utility Bill Stuffers
2. Utility Newsletters, Direct Mail Pieces
3. Newspaper Advertising
4. TV, Billboards, Bus Signs
5. Home Show and Fair Booths
6. Radio Advertising





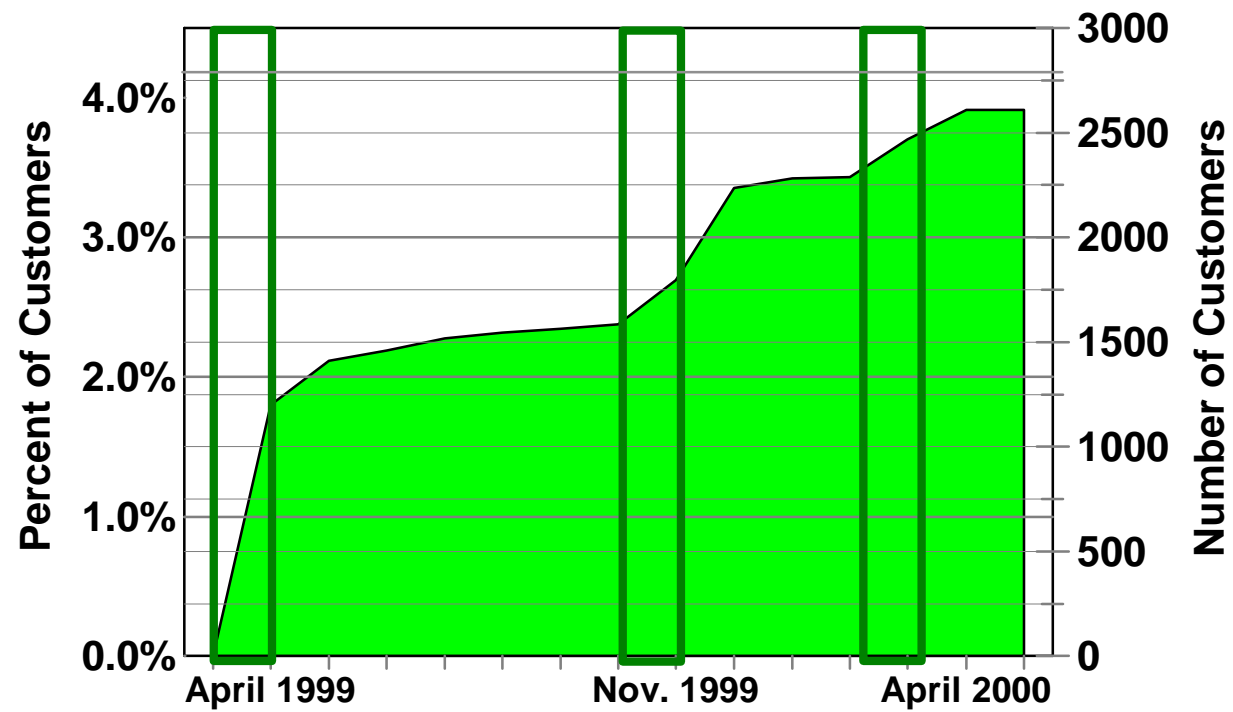
Promote the Environmental
Ethic of Your Company with **EWEB** Windpower

Business Partner



EWEB
Windpower

WindPower Participation Residential Customers



Windpower Signups

Residential Customers:

Approximately 2,560 (~3.8% of total residential customers)

55% picked 10% Windpower

28% picked 25% Windpower

11% picked 50% Windpower

6% picked 100% Windpower

Business Customers:

Approximately 65 (~1% of total commercial customers)

62% picked 10% Windpower

18% picked 25% Windpower

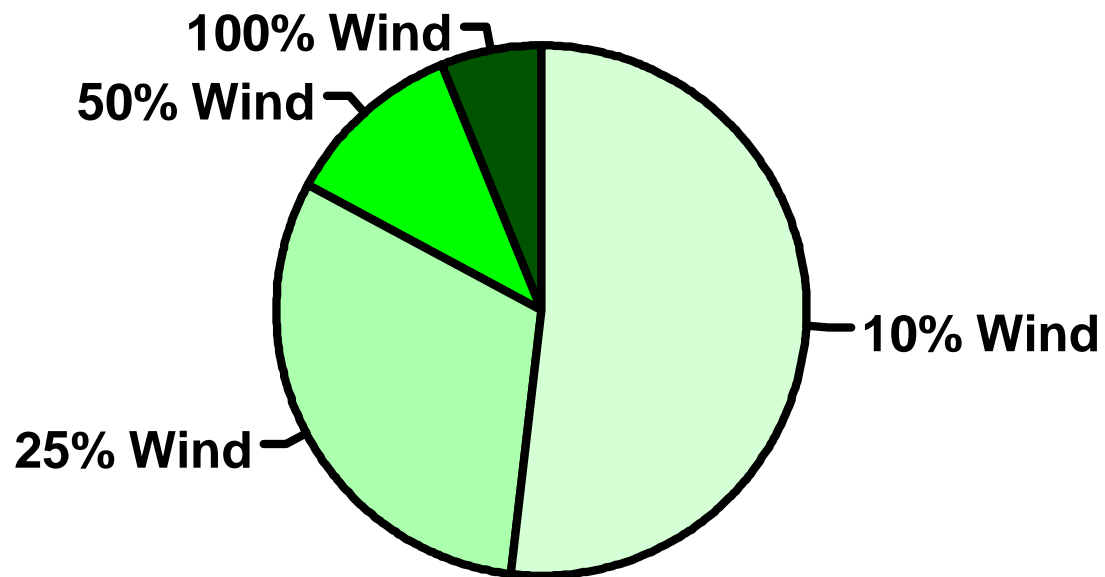
5% picked 50% Windpower

15% picked 100% Windpower

Total Resource Assigned ~12,000,000 kWh/year

Residential Customers

By Percent WindPower Purchased



Residential Energy Sales

By Percent WindPower Purchased

